

2011 Advertising Rates

ALL PRICES ARE NET TO STRUCTURAL MOVERS

All rates are for IASM members. Non-member rates are \$150 additional for each category.

Rates are based on placement four times annually. Rates for ads placed less than four times annually are \$100 for each ad above the four times rates.

Covers 2, 3 & 4
4-Color Full Page Ad
(Bleed Permitted)

PAGE TRIM SIZE:
51p wide × 66p high
(8.5" × 11")

BLEED SIZE:
52p6 wide × 67p6 high
(8.75" × 11.25")

All type must be at least 1/4" from the trim.

Inside Front Cover: \$450.
Inside Back Cover: \$450.
Back Cover: \$500.

1/8" BLEED

Full Page Ad
(Non Bleed)

PAGE TRIM SIZE:
51p wide × 66p high
(8.5" × 11")

AD SIZE:
44p wide × 59p high
(7.333" × 9.833")

4-Color Ad: \$400.
B&W Ad: \$300.

Half-Page — Horizontal

AD SIZE:
44p wide × 29p high
(7.333" × 4.833")

4-Color: \$300.
B&W: \$250.

AD MATERIALS:

- Media: CD ROM
- Submit a digital content proof which represents the final digital file (color or B&W).
- Include an Insertion Order and a Media/Production Contact with all ad materials.

Send ad materials to:

N. Eugene Brymer
International Association
of Structural Movers
1223 Morning Shore Dr.
Lexington, SC 29072-7401
Phone (803) 951-9304
gbrymer@windstream.net

DIGITAL FILE REQUIREMENTS:

Structural Mover magazine only accepts **Press Quality** PDF files.

- Use only Postscript or OpenType fonts (not TrueType fonts) and make sure all fonts are embedded. When saving PDFs from Adobe Illustrator, convert all type to "outlines."
- Placed images must be 300 dpi SWOP (CMYK or Grayscale) TIFF or EPS. No RGB or JPEG images.



**International Association
of Structural Movers**